

SECOND MAXI'S STORE NOW OPEN IN POLOKWANE CBD

Johannesburg, 04 December 2008, Maxi's today announced that they are adding to their ever-growing family of franchised stores, this time at a newly renovated Checkers Centre, Polokwane, the second Maxi's outlet in Polokwane CBD.

"Checkers spent over R30 million to revamp the Checkers Centre this year and this created an ideal opportunity for our second Maxi's in Polokwane as there aren't any restaurants in the main centre of town for business people and shoppers to come and have a good breakfast or lunch," says Anita and Shaun Blignaut, owners of Maxi's Checkers Centre.

Shaun and Anita joined the Maxi's family when they bought Maxi's at The Game Centre in March 2007. Their outlet at Game Centre has been a resounding success which is why they decided to invest in their second Maxi's.

Maxi's is a family restaurant that serves an extensive range of tasty and meals. Combined with a trendy and friendly atmosphere, they deliver outstanding, freshly prepared foods of the best quality. "We are very excited about the new store in Polokwane," says Christo Calitz, Managing Director of Maxi's. "It is always a proud moment for us to open another restaurant, especially with franchisees like Anita and Shaun and to add to our devoted team that works toward building a competitively energetic and focused brand."

Their Maxi's outlet at the Game Centre will undergo the revamp knife in February 2009 when it converts into Maxi's sexy store image. Coupled with the new Maxi's at the Checkers Centre, Shaun and Anita are sure to be busy.

Anita worked for Coca-Cola for 14 years in Sales/Marketing and Operations. Shaun is currently working at Coca-Cola as an Engineer, but has resigned and will be joining Anita in running their second Maxi's restaurant.

According to Anita the best part of her job is to see their customers enjoying themselves at Maxi's with the great food and great service and to get compliments about their service and their restaurant. "Also, it's important to ensure that we have happy staff. A happy employee is a productive and loyal employee," says Anita.

Maxi's Checkers opening will be advertised on Radio Jakaranda and Capricorn in their first week of trade so customers are assured to visit a busy restaurant this festive season.

With Maxi's franchise owners having such a determined and focused attitude, the number of restaurants will certainly keep growing and the brand itself will celebrate many more years of serving South African families.

For more information on Maxi's, please visit their website at www.maxis.co.za.

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